

# INVOICE



**WPTV**  
**1100 Banyan Blvd.**  
**West Palm Beach, FL 33401**  
**Main: (561)655-5455**  
**Billing: (877)290-6105**

Invoice #	Invoice Date	Invoice Month	Invoice Period
313509-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Advertiser	Product	Estimate Number
Obama / Democrat / President	Obama for America OFA A	1905

Billing Address:

**GMMB Inc**  
**Attention: Accounts Payable**  
**1010 Wisconsin Avenue - Suite #800**  
**Washington, DC 20007**

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	313509	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code
12856		

Agency Ref	Advertiser Ref
2	

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/02/12	10/08/12	M-F 6-7a	6-7a	MTWTF--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 MTWTF-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 10/05/12 6:36 AM M-F 6-7a 6-7a :30 OFA12A138H \$500.00 NM									
2	10/02/12	10/08/12	M-F 7-9a	7-9a	-TWTF--	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -TWTF-- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Tu 10/02/12 8:43 AM M-F 7-9a 7-9a :30 OFA12P130H \$950.00 NM 1 WPTV F 10/05/12 8:29 AM M-F 7-9a 7-9a :30 OFA12A133H \$950.00 NM									
3	10/02/12	10/08/12	Sa 8-10a	8-10a	-----S-	:30	1	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S- 1 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/06/12 8:59 AM Sa 8-10a 8-10a :30 OFA12A138H \$725.00 NM									
4	10/02/12	10/08/12	Su 8-9a	8-9a	-----S	:30	1	\$1,075.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S 1 \$1,075.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 8:29 AM Su 8-9a 8-9a :30 OFA12A138H \$1,075.00 NM									
5	10/02/12	10/08/12	M-F 9-10a	9-10a	M-----	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 M----- 1 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 9:49 AM M-F 9-10a 9-10a :30 OFA12A138H \$650.00 NM									

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Obama / Democrat / Presid	Obama for America OFA A	1905

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/02/12	10/08/12	M-F 12n-1p	12-1p	MTWTF--	:30	2	\$135.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 MTWTF-- 2 \$135.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 12:24 PM M-F 12n-1p 12-1p :30 OFA12P130H \$135.00 NM 2 WPTV M 10/08/12 12:21 PM M-F 12n-1p 12-1p :30 OFA12Z141H \$135.00 NM									
7	10/02/12	10/08/12	M-F 5-530p	5-530p	-TWTF--	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -TWTF-- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/03/12 5:28 PM M-F 5-530p 5-530p :30 OFA12P130H \$1,600.00 NM									
8	10/02/12	10/08/12	M-F 530-6p	530-6p	-TWTF--	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -TWTF-- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/04/12 5:43 PM M-F 530-6p 530-6p :30 OFA12A133H \$1,600.00 NM									
9	10/02/12	10/08/12	M-F 6-630p	6-630p	-TWTF--	:30	2	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -TWTF-- 2 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 6:14 PM M-F 6-630p 6-630p :30 OFA12P130H \$1,800.00 NM 2 WPTV W 10/03/12 6:10 PM M-F 6-630p 6-630p :30 OFA12A133H \$1,800.00 NM									
10	10/02/12	10/08/12	M-F 630-7p	630-7p	-TWTF--	:30	1	\$2,150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -TWTF-- 1 \$2,150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/03/12 6:45 PM M-F 630-7p 630-7p :30 OFA12P130H \$2,150.00 NM									
11	10/02/12	10/08/12	Sa 6p	6-630p	-----S-	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/06/12 5:59 PM Sa 6p 6-630p :30 OFA12Z140 \$850.00 NM									
12	10/02/12	10/08/12	Su 6p	6-630p	-----S	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 6:22 PM Su 6p 6-630p :30 OFA12A138H \$850.00 NM									
13	10/02/12	10/08/12	M-F 7-730p	7-730p	MTWTF--	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 MTWTF-- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 7:27 PM M-F 7-730p 7-730p :30 OFA12P130H \$950.00 NM 2 WPTV M 10/08/12 7:13 PM M-F 7-730p 7-730p :30 OFA12A138H \$950.00 NM									

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313509-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
Obama / Democrat / Presid	Obama for America OFA A	1905

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	10/02/12	10/08/12	voice	8-11p	M-----	:30	1	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 M----- 1 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 9:39 PM voice 8-11p :30 OFA12A138H \$1,100.00 NM									
15	10/02/12	10/08/12	revolution	10-11p	M-----	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 M----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 11:00 PM revolution 10-11p :30 OFA12Z141H \$750.00 NM									
16	10/02/12	10/08/12	M-F 11-1135p	11-1135p	MTWTF--	:30	2	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 MTWTF-- 2 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/03/12 11:23 PM M-F 11-1135p 11-1135p :30 OFA12A133H \$600.00 NM 2 WPTV M 10/08/12 11:32 PM M-F 11-1135p 11-1135p :30 OFA12A138H \$600.00 NM									
17	10/02/12	10/08/12	1130p-12x After NFL	1130p-1205a	-----S	:30	1	\$625.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S 1 \$625.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 11:53 PM 1130p-12x After NFL 1130p-1205a :30 OFA12A138H \$625.00 NM									
18	10/02/12	10/08/12	M-F 1135p-1235a	1135p-1235a	-TWTF--	:30	1	\$475.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -TWTF-- 1 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 11:47 PM M-F 1135p-1235a 1135p-1235a :30 OFA12P130H \$475.00 NM									
19	10/02/12	10/08/12	NFL Game	4p-12a	-----S	:30	1	\$2,750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S 1 \$2,750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 10:53 PM NFL Game 4p-12a :30 OFA12Z140 \$2,750.00 NM									
20	10/02/12	10/08/12	Su 9-10a	9-10a	-----S	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 9:59 AM Su 9-10a 9-10a :30 OFA12Z140 \$2,500.00 NM									
21	10/02/12	10/08/12	M-F 5-6a	5-6a	M-----	:30	2	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 M----- 2 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 5:13 AM M-F 5-6a 5-6a :30 OFA12A138H \$200.00 NM 2 WPTV M 10/08/12 5:57 AM M-F 5-6a 5-6a :30 OFA12Z141H \$200.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
313509-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
Obama / Democrat / Presid	Obama for America OFA A	1905

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
22	10/02/12	10/08/12	Su 12-1215x 5 Sports	12x-1215x	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 12:30 AM Su 12-1215x 5 Sports 12x-1215x :30 OFA12A138H \$600.00 NM									
23	10/02/12	10/08/12	presidential debate	8-11p	--W----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 --W---- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/03/12 10:42 PM presidential debate 8-11p :30 OFA12P130H \$3,000.00 NM									
24	10/02/12	10/08/12	voice	8-9p	-T-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -T----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 7:59 PM voice 8-9p :30 OFA12P130H \$3,000.00 NM									
25	10/02/12	10/08/12	go on/new normal	9-10p	-T-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -T----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 9:54 PM go on/new normal 9-10p :30 OFA12P130H \$900.00 NM									
26	10/02/12	10/08/12	parenthood	10-11p	-T-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -T----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 10:59 PM parenthood 10-11p :30 OFA12P130H \$1,500.00 NM									
27	10/02/12	10/08/12	animal prac/guys...kids	8-9p	--W----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 --W---- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/03/12 8:19 PM animal prac/guys...kids 8-9p :30 OFA12A133H \$1,000.00 NM									
28	10/02/12	10/08/12	30 rock/up all night	8-9p	---T---	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 ---T--- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/04/12 7:59 PM 30 rock/up all night 8-9p :30 OFA12A133H \$750.00 NM									
29	10/02/12	10/08/12	rock center	10-11p	---T---	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 ---T--- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/04/12 10:59 PM rock center 10-11p :30 OFA12A133H \$1,500.00 NM									

**Total Spots 35 Gross Total \$39,720.00**



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<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Obama / Democrat / Presid	Obama for America OFA A	1905

**Payment Terms 30 Days**

Agency Commission **\$5,958.00**

Net Amount Due **\$33,762.00**